

# WIGGIN MEMORIAL LIBRARY

## Social Media Policy

rev. 11/2016

### **Overview:**

Online environments are an increasingly important area for building and supporting community. As part of the Wiggin Memorial Library's goal to be a community center, we must create ways for our users to interact not just with the library but with each other. This can be accomplished by allowing our users to post comments, questions or other content to our public web environments.

### **Definition and purpose:**

Social Media is defined as: blogs, other types of self-published online journals, and collaborative Web-based discussion forums and networking platforms Social Media facilitate an environment for library staff and library users to share opinions and information about library-related issues, events and subjects. The Library supports participation in Social Media as an additional method by which to promote the services and resources of the library.

### **Privacy:**

The Library does not collect, maintain, or otherwise use the personal information stored on any third party site in any way other than to communicate library-related information with users on that site. Users may remove themselves at any time from the Library's "friends" or "fan" lists, or request that the Library remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Users are encouraged to protect their privacy by not posting personally identifying information, such as last name, school, age, phone number, or address.

### **Parental Controls:**

As with more traditional resources, the Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of social media applications.

### **Commenting:**

Comments, posts, and messages are welcome on the Wiggin Memorial Library social media sites. While the Library recognizes and respects differences of opinion, all such interactions will be regularly monitored and reviewed for content and relevancy (before publishing when possible). All postings which contain any of the following will be removed at the discretion of the library director or his/her designee:

- Obscene or racist content
- Content that would be considered hate speech
- Personal attacks, insults, or threatening language

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- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent of individual
- Comments totally unrelated to the content of the library, its mission, or its activities
- Hyperlinks to material that is not directly related to the discussion topic
- Commercial promotions or spam
- Organized political activity
- Photos, images, or other media that fall in any of the above categories

### **Liability and Participation:**

The Wiggin Memorial Library assumes no liability regarding any event or interaction that takes place by any participant in any Library-sponsored social media, and does not endorse content outside of the pages maintained by the Library and the posts created by Wiggin Memorial Library staff in the course of their work duties. The library reserves the right to use any comments, posts, and messages on library social media sites for use in public relations and marketing materials. The Library is not responsible for other people viewing or accessing personal accounts/profiles that are left open on computers in the Library.

Participation in the Wiggin Memorial Library's social media implies agreement with all Library policies, including its *Social Media Policy*, *Technology Policy* and *Internet Policy*, and the Terms of Service of each individual third-party service.

By posting a comment or other content you agree to indemnify the Wiggin Memorial Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred which arise out of, or are related to the content that you post.

The Wiggin Memorial Library reserves the right to monitor content before or after it is posted on all its social media sites, and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate. The Wiggin Memorial Library also reserves the right to edit or modify any submissions in response to requests, feedback or other commentary.

Notwithstanding the foregoing, the Wiggin Memorial Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the Library's social media.

If a user does not agree to these terms, they are not to use the services provided.

### **Ongoing Use Evaluation:**

The role and utility of social media in relation to the goals and purposes of the Library will be evaluated periodically by the Library staff and Board of Trustees, and may be terminated at any time without notice to subscribers.

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Signatures of the Board of Trustees indicates adoption of this policy.

\_\_\_\_\_, Trustee Date: 11/15/16

\_\_\_\_\_, Trustee Date: 11/15/16

Constance Aubin-Adams\_\_\_\_\_, Trustee Date: 11/15/16

A. Hendon Pollock\_\_\_\_\_, Trustee Date: 11/15/16

\_\_\_\_\_, Trustee Date: 11/15/16



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### Staff Rules & Guidelines for Social Media Use

#### Social Media Sites in Current Use by the Library

**Facebook:** <https://www.facebook.com/WigginMemorialLibrary>

Administrators: Library Director, Teen Librarian, Assistant Director, Children's Librarians, Jennifer Woodside (volunteer)

Purpose: Communicate with followers about library services, programs & news as well as reader's advisory, and community information. Create an online space where followers can also ask questions, make suggestions, or comment on postings and issues related to the library.

**Goodreads:** <http://www.goodreads.com/group/show/68753-stratham-readers>

Administrators: Library Director

Purpose: Create a readers' community where library staff and members can share reading recommendations, conversations about books and reading, and discover reading connections with others in the community.

**Instagram:** <https://www.instagram.com/wigginlib/>

Administrators: Library Director

Purpose: Portray through images the library's "personality" and brand, focusing on friendliness, books and reading, a sense of humor, and people using the library (interactions).

**Library Staff Recommendations Wiki:** <http://strathamlibrary.wordpress.com/>

Administrators: Any staff member can post

Purpose: To post brief reviews of the best books we are reading, music we are listening to, movies we are watching.

#### Guidelines for Library Participation in Social Media

- New official WML social media sites, pages, or online communities may only be created by or with the permission of the Library Director
- Social media pages/sites should be designed for a target audience or purpose
- Where possible, each social media page/site should clearly indicate that it is maintained by WML and should have WML contact information prominently displayed
- Where possible, social media pages/sites should link to WML's official Web site and the library's social media policy

#### Rules for Posting

Get Permission to Post: Participation by WML staff on official WML social media sites, pages, or online communities must be approved in advance by the Library Director.

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Respect Copyrights: Always give people proper credit for their work, and make sure you have the right to use something before you share it. Never post copyrighted photos, music, text or video content without permission of the copyright owner.

Never the Twain Shall Meet: Staff must keep their personal and professional accounts separate. Never use your library e-mail or password on a personal account.

Represent WML in a Professional Way: When representing WML via social media:

- Conduct yourself professionally as a member of the WML staff and adhere to all associated standards of conduct
- Identify yourself by first name as WML personnel
- Do not make statements about patrons or post, transmit, or otherwise disseminate confidential information in violation of library policy and/or NH state law
- Do not represent postings as official WML policy unless this has been clearly approved by the Library Director
- Do not engage in political activities or private business

### Guidelines

Own your content: As a representative of WML you have more responsibility than average users about what you post on social networks (even your own personal networks). Realize that there are real-world consequences for things that you communicate online.

Keep it real: Communicate in your authentic voice. Promote services or titles that you personally are enthusiastic about. Be yourself. Use natural language – avoid library jargon or overly formal language.

Know your audience: Understand the library's purpose for participating in the particular social network and know who the target audience is. Tailor posts and information to be of the most use and interest to those people.

Exercise good judgment: You are communicating with people who all have varied opinions and are all valued members of the library's community. Think twice about everything you post. The worst errors happen when you are trying to get something out quickly.

Bring value: What can you offer the audience (ie: what does the library offer) that they can't get anywhere else? Remember that you have your own areas of expertise on the library staff – your personal perspective is valuable.

Interact: Respond to user comments, questions and suggestions promptly while sticking to the above guidelines.

Be responsible: If you post something accidentally or mistakenly change the account, please let the Library Director know promptly.